



WSOC-TV

WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

Smart Media Group
814 King Street
Suite 400
Alexandria, VA 22314

Contract # 320413

Schedule Dates 09/24/12-09/30/12
Advertiser Pol/P McCrory/R/Gov/NC (16611)
Agency Smart Media Group (1343)
Product Political - State Candidate (1071)
Brand 924930 GOV (132181)
Salesperson Telerep/Philadelphia, Philadelphia (1057)
Sales Office Telerep/Philadelphia
Buyer Name HANLEN, LINDSAY
Phone/Fax /
CPE MCCRO/ORDR/924930
Account Types National/Political
Billing Type Standard
Comments MCCRORY FOR GOVERNOR
MCCRORY FOR NC GOVERNOR

Date Entered 07/02/12
Last Modified 08/24/12
Entered By Jill Hipskind
CO-OP No
Headline # 06221192
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$6,090.00
Net Total \$34,510.00
Sales Tax

Charlotte (WSOC)

By Broadcast Month	Spots	Rate
Sep. 2012	47	\$40,600.00
Grand Total:	47	\$40,600.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Revised Line / Spot	09/28/12-09/28/12	5	:30	10A-11A (EST)						1			1			Charlotte (WSOC)	DR PHIL	7/2/12
1.1	Normal Line / Spot	09/28/12-09/28/12	6	:30	10A-11A (EST)						1			1		\$350.00	Charlotte (WSOC)	DR PHIL	8/7/12
2.0	Revised Line / Spot	09/28/12-09/28/12	5	:30	10P-11P (EST)						1			1			Charlotte (WSOC)	20/20	7/2/12
2.1	Normal Line / Spot	09/28/12-09/28/12	5	:30	10P-11P (EST)						1			1		\$4,000.00	Charlotte (WSOC)	20/20	8/7/12
3.0	Revised Line / Spot	09/28/12-09/28/12	5	:30	12:05A-12:35A (EST)						1			1			Charlotte (WSOC)	NIGHTLINE	7/2/12
3.1	Revised Line / Spot	09/28/12-09/28/12	5	:30	12:05A-12:35A (EST)						1			1			Charlotte (WSOC)	NIGHTLINE	8/7/12
3.2	Normal Line / Spot	09/28/12-09/28/12	5	:30	1P-2P (EST)						1			1		\$375.00	Charlotte (WSOC)	CHEW	8/22/12
4.0	Revised Line / Spot	09/28/12-09/28/12	3	:30	12P-1P (EST)						1			1			Charlotte (WSOC)	EYEWITNESS NEWS	7/2/12
4.1	Normal Line / Spot	09/28/12-09/28/12	4	:30	12P-1P (EST)						1			1		\$500.00	Charlotte (WSOC)	EYEWITNESS NEWS	8/7/12
5.0	Revised Line / Spot	09/28/12-09/28/12	5	:30	4P-5P (EST)						2			2		\$750.00	Charlotte (WSOC)	DR OZ	7/2/12
5.1	Normal Line / Spot	09/28/12-09/28/12	6	:30	4P-5P (EST)						2			2		\$1,500.00	Charlotte (WSOC)	DR OZ	8/7/12
6.0	Revised Line / Spot	09/28/12-09/28/12	4	:30	5:30A-6A (EST)						1			1			Charlotte (WSOC)	NEWS DAYBREAK	7/2/12
6.1	Normal Line / Spot	09/28/12-09/28/12	5	:30	5:30A-6A (EST)						1			1		\$500.00	Charlotte (WSOC)	NEWS DAYBREAK	8/7/12
7.0	Revised Line / Spot	09/28/12-09/28/12	4	:30	6P-6:30P (EST)						1			1			Charlotte (WSOC)	6P NEWS	7/2/12

CONFIRMATION CONTRACT

Accepted Agency/Advertiser: _____ Date: _____
Accepted Station: _____ Date: _____
Comments: _____

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Salesperson Telerep/Philadelphia, Philadelphia (1057)
Sales Office Telerep/Philadelphia
Buyer Name HANLEN, LINDSAY
Phone/Fax /
CPE MCCRO/ORDR/924930
Account Types National/Political
Billing Type Standard
Comments MCCRO/ORDR FOR GOVERNOR
MCCRO/ORDR FOR NC GOVERNOR

Date Entered 07/02/12
Last Modified 08/24/12
Entered By Jill Hipskind
CO-OP No
Headline # 06221192
Demo
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Package Deal
Commission % 15.00
Commission \$6,090.00
Net Total \$34,510.00
Sales Tax

Charlotte (WSOC)
By Broadcast Month
Sep. 2012
Spots 47
Rate \$40,600.00
Grand Total: 47 \$40,600.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
7.1	Normal Line / Spot	09/28/12-09/28/12	5	:30	6P-6:30P (EST)						1			1	\$1,300.00	\$1,300.00	Charlotte (WSOC)	6P NEWS	8/7/12
8.1	Normal Line / Spot	09/28/12-09/28/12	4	:30	6A-7A (EST)						1			1	\$1,100.00	\$1,100.00	Charlotte (WSOC)	NEWS DAYBREAK	7/24/12
9.1	Normal Line / Spot	09/28/12-09/28/12	3	:30	7A-8A (EST)						1			1	\$1,100.00	\$1,100.00	Charlotte (WSOC)	NEWS DAYBREAK	8/7/12
10.1	Normal Line / Spot	09/24/12-09/24/12	3	:30	7A-8A (EST)						1			1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	GMA	8/7/12
11.1	Normal Line / Spot	09/24/12-09/24/12	3	:30	11:35P-12:05A (EST)						1			1	\$650.00	\$650.00	Charlotte (WSOC)	NIGHTLINE	7/24/12
12.1	Normal Line / Spot	09/24/12-09/24/12	3	:30	12P-1P (EST)						1			1	\$500.00	\$500.00	Charlotte (WSOC)	EYEWITNESS NEWS	8/7/12
13.1	Normal Line / Spot	09/24/12-09/24/12	3	:30	4P-5P (EST)						1			1	\$500.00	\$500.00	Charlotte (WSOC)	EYEWITNESS NEWS	8/7/12
14.1	Normal Line / Spot	09/24/12-09/24/12	3	:30	4P-5P (EST)						1			1	\$500.00	\$500.00	Charlotte (WSOC)	DR OZ	7/24/12
15.1	Normal Line / Spot	09/24/12-09/24/12	3	:30	5:30A-6A (EST)						1			1	\$750.00	\$750.00	Charlotte (WSOC)	DR OZ	8/7/12
16.1	Normal Line / Spot	09/24/12-09/24/12	3	:30	5:30A-6A (EST)						1			1	\$500.00	\$500.00	Charlotte (WSOC)	NEWS DAYBREAK	7/24/12
17.1	Normal Line / Spot	09/24/12-09/24/12	3	:30	5:30A-6A (EST)						1			1	\$500.00	\$500.00	Charlotte (WSOC)	NEWS DAYBREAK	8/7/12
18.1	Normal Line / Spot	09/24/12-09/24/12	3	:30	6P-6:30P (EST)						1			1	\$500.00	\$500.00	Charlotte (WSOC)	6P NEWS	7/24/12

CONFIRMATION CONTRACT

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Accepted-Station:

Date:

Comments:

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Schedule Dates

09/24/12-09/30/12

Advertiser

Pol/P McCrory/R/Gov/NC (16611)

Agency

Smart Media Group (1343)

Product

Political - State Candidate (1071)

Brand

924930 GOV (132181)

Salesperson

Telerep/Philadelphia, Philadelphia (1057)

Sales Office

Telerep/Philadelphia

Buyer Name

HANLEN, LINDSAY

Phone/Fax

/

CPE

MCCRO/ORDR/924930

Account Types

National/Political

Billing Type

Standard

Comments

MCCRORY FOR GOVERNOR
MCCRORY FOR NC GOVERNOR

Date Entered

07/02/12

Last Modified

08/24/12

Entered By

Jill Hipskind

CO-OP

No

Headline #

06221192

Demo

Normal

Order Type

Normal

Package Deal

Commission %

15.00

Commission

\$6,090.00

Net Total

\$34,510.00

Sales Tax

Charlotte (WSOC)

By Broadcast Month

Sep. 2012

Grand Total:

Spots

47

Rate

\$40,600.00

47

\$40,600.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
14.1	Normal Line / Spot	09/24/12-09/24/12	5	:30	6P-6:30P (EST)	1	1							1	\$1,300.00	\$1,300.00	Charlotte (WSOC)	6P NEWS	8/7/12
15.1	Normal Line / Spot	09/24/12-09/24/12	4	:30	6A-7A (EST)	1	1							1	\$1,100.00	\$1,100.00	Charlotte (WSOC)	NEWS DAYBREAK	7/2/12
16.1	Normal Line / Spot	09/24/12-09/24/12	3	:30	7A-8A (EST)	1	1							1	\$1,100.00	\$1,100.00	Charlotte (WSOC)	NEWS DAYBREAK	8/7/12
17.1	Normal Line / Spot	09/24/12-09/24/12	4	:30	7A-8A (EST)	1	1							1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	GMA	7/2/12
18.1	Normal Line / Spot	09/29/12-09/29/12	4	:30	8A-9A (EST)	1					1			1	\$700.00	\$700.00	Charlotte (WSOC)	GMA SATURDAY	7/2/12
19.1	Normal Line / Spot	09/30/12-09/30/12	2	:30	6P-6:30P (EST)	1					1			1	\$1,100.00	\$1,100.00	Charlotte (WSOC)	6P NEWS SUNDAY	7/2/12
20.1	Normal Line / Spot	09/27/12-09/27/12	5	:30	10A-11A (EST)	1						1		1	\$1,100.00	\$1,100.00	Charlotte (WSOC)	6P NEWS SUNDAY	8/7/12
21.1	Normal Line / Spot	09/27/12-09/27/12	6	:30	10A-11A (EST)	1						1		1	\$350.00	\$350.00	Charlotte (WSOC)	DR PHIL	7/2/12
22.1	Normal Line / Spot	09/27/12-09/27/12	3	:30	11:35P-12:05A (EST)	1						1		1	\$350.00	\$350.00	Charlotte (WSOC)	DR PHIL	8/7/12
23.1	Normal Line / Spot	09/27/12-09/27/12	5	:30	11:35P-12:05A (EST)	1						1		1	\$650.00	\$650.00	Charlotte (WSOC)	NIGHTLINE	7/2/12
24.1	Normal Line / Spot	09/27/12-09/27/12	3	:30	12P-1P (EST)	1						1		1	\$650.00	\$650.00	Charlotte (WSOC)	NIGHTLINE	8/7/12
25.1	Normal Line / Spot	09/27/12-09/27/12	3	:30	12P-1P (EST)	1						1		1	\$650.00	\$650.00	Charlotte (WSOC)	EYEWITNESS NEWS	7/2/12

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Sep. 2012
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21.1	Normal Line / Spot	09/27/12-09/27/12	4	:30	12P-1P (EST)					1				1	\$500.00	\$500.00	Charlotte (WSOC)	EYEWITNESS NEWS	8/7/12
22.1	Normal Line / Spot	09/27/12-09/27/12	5	:30	4P-5P (EST)					2				2	\$750.00	\$1,500.00	Charlotte (WSOC)	DR OZ	8/7/12
23.1	Normal Line / Spot	09/27/12-09/27/12	4	:30	5:30A-6A (EST)					1				1	\$500.00	\$500.00	Charlotte (WSOC)	NEWS DAYBREAK	8/7/12
24.1	Normal Line / Spot	09/27/12-09/27/12	4	:30	6P-6:30P (EST)					1				1	\$1,300.00	\$1,300.00	Charlotte (WSOC)	6P NEWS	8/7/12
25.1	Normal Line / Spot	09/27/12-09/27/12	4	:30	6A-7A (EST)					1				1	\$1,100.00	\$1,100.00	Charlotte (WSOC)	NEWS DAYBREAK	8/7/12
26.1	Normal Line / Spot	09/27/12-09/27/12	4	:30	7A-8A (EST)					1				1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	GMA	8/7/12
27.1	Normal Line / Spot	09/25/12-09/25/12	5	:30	10A-11A (EST)					1				1	\$350.00	\$350.00	Charlotte (WSOC)	DR PHIL	8/7/12
28.1	Normal Line / Spot	09/25/12-09/25/12	3	:30	11:35P-12:05A (EST)					1				1	\$350.00	\$350.00	Charlotte (WSOC)	DR PHIL	8/7/12

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Sep. 2012
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28.1	Normal Line / Spot	09/25/12-09/25/12	5	:30	11:35P-12:05A (EST)			1						1	\$650.00	\$650.00	Charlotte (WSOC)	NIGHTLINE	8/7/12
29.0	Revised Line / Spot	09/25/12-09/25/12	3	:30	12P-1P (EST)			1									Charlotte (WSOC)	EYEWITNESS NEWS	8/7/12
29.1	Normal Line / Spot	09/25/12-09/25/12	4	:30	12P-1P (EST)			1						1	\$500.00	\$500.00	Charlotte (WSOC)	EYEWITNESS NEWS	8/7/12
30.0	Revised Line / Spot	09/25/12-09/25/12	5	:30	4P-5P (EST)			2									Charlotte (WSOC)	DR GZ	8/7/12
30.1	Normal Line / Spot	09/25/12-09/25/12	6	:30	4P-5P (EST)			2						2	\$750.00	\$1,500.00	Charlotte (WSOC)	DR GZ	8/7/12
31.0	Revised Line / Spot	09/25/12-09/25/12	4	:30	5:30A-6A (EST)			1						1	\$500.00	\$500.00	Charlotte (WSOC)	NEWS DAYBREAK	8/7/12
31.1	Normal Line / Spot	09/25/12-09/25/12	5	:30	5:30A-6A (EST)			1						1	\$500.00	\$500.00	Charlotte (WSOC)	NEWS DAYBREAK	8/7/12
32.0	Revised Line / Spot	09/25/12-09/25/12	4	:30	6P-6:30P (EST)			1									Charlotte (WSOC)	6P NEWS	8/7/12
32.1	Normal Line / Spot	09/25/12-09/25/12	5	:30	6P-6:30P (EST)			1						1	\$1,300.00	\$1,300.00	Charlotte (WSOC)	6P NEWS	8/7/12
33.0	Revised Line / Spot	09/25/12-09/25/12	4	:30	6A-7A (EST)			1									Charlotte (WSOC)	NEWS DAYBREAK	8/7/12
33.1	Normal Line / Spot	09/25/12-09/25/12	5	:30	6A-7A (EST)			1						1	\$1,100.00	\$1,100.00	Charlotte (WSOC)	NEWS DAYBREAK	8/7/12
34.0	Revised Line / Spot	09/25/12-09/25/12	3	:30	7A-8A (EST)			1									Charlotte (WSOC)	GMA	8/7/12
34.1	Normal Line / Spot	09/25/12-09/25/12	4	:30	7A-8A (EST)			1						1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	GMA	8/7/12
35.0	Revised Line / Spot	09/25/12-09/25/12	3	:30	11:35P-12:05A (EST)			1									Charlotte (WSOC)	NIGHTLINE	8/7/12

CONFIRMATION CONTRACT

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MCCRORY FOR NC GOVERNOR

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Sep. 2012
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35.1	Normal Line / Spot	09/26/12-09/26/12	5	:30	11:35P- 12:05A (EST)				1					1	\$650.00	\$650.00	Charlotte (WSOC)	NIGHTLINE	8/7/12
36.0	Revised Line / Spot	09/26/12-09/26/12	3	:30	12P- 1P (EST)				1								Charlotte (WSOC)	EYEWITNESS NEWS	7/2/12
36.1	Normal Line / Spot	09/26/12-09/26/12	4	:30	12P- 1P (EST)				1					1	\$500.00	\$500.00	Charlotte (WSOC)	EYEWITNESS NEWS	8/7/12
37.0	Revised Line / Spot	09/26/12-09/26/12	5	:30	4P- 5P (EST)				2								Charlotte (WSOC)	DR OZ	7/2/12
37.1	Normal Line / Spot	09/26/12-09/26/12	6	:30	4P- 5P (EST)				2					2	\$750.00	\$1,500.00	Charlotte (WSOC)	DR OZ	8/7/12
38.0	Revised Line / Spot	09/26/12-09/26/12	4	:30	5:30A- 6A (EST)				1					1	\$500.00	\$500.00	Charlotte (WSOC)	NEWS DAYBREAK	7/2/12
38.1	Normal Line / Spot	09/26/12-09/26/12	5	:30	5:30A- 6A (EST)				1					1	\$500.00	\$500.00	Charlotte (WSOC)	NEWS DAYBREAK	8/7/12
39.0	Revised Line / Spot	09/26/12-09/26/12	4	:30	6P- 6:30P (EST)				1								Charlotte (WSOC)	6P NEWS	7/2/12
39.1	Normal Line / Spot	09/26/12-09/26/12	5	:30	6P- 6:30P (EST)				1					1	\$1,300.00	\$1,300.00	Charlotte (WSOC)	6P NEWS	8/7/12
40.0	Revised Line / Spot	09/26/12-09/26/12	4	:30	6A- 7A (EST)				1					1	\$1,100.00	\$1,100.00	Charlotte (WSOC)	NEWS DAYBREAK	7/2/12
40.1	Normal Line / Spot	09/26/12-09/26/12	5	:30	6A- 7A (EST)				1					1	\$1,100.00	\$1,100.00	Charlotte (WSOC)	NEWS DAYBREAK	8/7/12
41.0	Revised Line / Spot	09/26/12-09/26/12	3	:30	7A- 8A (EST)				1								Charlotte (WSOC)	GMA	7/2/12
41.1	Normal Line / Spot	09/26/12-09/26/12	4	:30	7A- 8A (EST)				1					1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	GMA	8/7/12
42.0	Revised Line / Spot	09/26/12-09/26/12	6	:30	12P- 1P (EST)				1								Charlotte (WSOC)	NN	8/22/12

CONFIRMATION CONTRACT

Accepted Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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WSOC-TV

WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

Smart Media Group
814 King Street
Suite 400
Alexandria, VA 22314

Contract # 320413

Schedule Dates	09/24/12-09/30/12	Date Entered	07/02/12
Advertiser	Pol/P McCrory/R/Gov/NC (16611)	Last Modified	08/24/12
Agency	Smart Media Group (1343)	Entered By	Jill Hipskind
Product	Political - State Candidate (1071)	CO-OP	No
Brand	924930 GOV (132181)	Headline #	06221192
Salesperson	Telerep/Philadelphia, Philadelphia (1057)	Demo	
Sales Office	Telerep/Philadelphia	Order Type	Normal
Buyer Name	HANLEN, LINDSAY	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	MCCRO/ORDR/924930	Commission	\$6,090.00
Account Types	National/Political	Net Total	\$34,510.00
Billing Type	Standard	Sales Tax	
Comments	MCCRORY FOR GOVERNOR MCCRORY FOR NC GOVERNOR		

Charlotte (WSOC)			
By Broadcast Month	Spots	Rate	
Sep. 2012	47	\$40,600.00	
Grand Total:	47	\$40,600.00	

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
42.1	Normal Line / Spot	09/29/12-09/29/12	6	:30	12P-12:30P (EST)							1		1	\$275.00	\$275.00	Charlotte (WSOC)	NN	8/24/12
CONFIRMATION CONTRACT																			
Accepted Agency/Advertiser:		Date:		Accepted Station:		Date:		Comments:											

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